

Travel to Blue Mountains Tourism Region

Year ended September 2024



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

OVERVIEW

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	3,616	4,068	4,219	4,054	4,711	n/p	n/p	n/p	n/p	4,336	-
Nights ('000)	2,540	2,846	3,108	3,018	3,605	n/p	n/p	n/p	n/p	3,366	-
Expenditure (\$ million)	\$582	\$665	\$714	\$713	\$833	n/p	n/p	n/p	n/p	\$1,194	-
OVERNIGHT (international & domestic)											
Visitors ('000)	955	1,070	1,211	1,159	1,472	n/p	n/p	n/p	n/p	1,367	-
Nights ('000)	2,540	2,846	3,108	3,018	3,605	n/p	n/p	n/p	n/p	3,366	-
Expenditure (\$ million)	\$392	\$419	\$486	\$416	\$511	n/p	n/p	n/p	n/p	\$819	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	3,523	3,963	4,107	3,925	4,595	2,935	2,807	3,693	4,428	4,252	-4.0%
Nights ('000)	2,085	2,263	2,554	2,263	3,055	2,299	2,233	3,402	3,115	2,924	-6.1%
Expenditure (\$ million)	\$534	\$605	\$664	\$656	\$777	\$527	\$597	\$814	\$1,011	\$1,154	14.1%

NB: International data isn't available for the period between YE JUNE 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	862	965	1,098	1,030	1,355	964	986	1,268	1,298	1,283	-1.1%
Nights (000)	2,085	2,263	2,554	2,263	3,055	2,299	2,233	3,402	3,115	2,924	-6.1%
Average Length of Stay	2.4	2.3	2.3	2.2	2.3	2.4	2.3	2.7	2.4	2.3	-5.1%
Expenditure (\$ million)	\$344	\$359	\$436	\$359	\$455	\$358	\$463	\$581	\$635	\$779	22.7%
Spend per visitor per night (\$)	\$165	\$159	\$171	\$158	\$149	\$156	\$207	\$171	\$204	\$266	30.7%
Intrastate visitors (000)	755	826	947	918	1,175	878	908	1,116	1,180	1,126	-4.6%
Interstate visitors (000)	107	139	151	112	180	87	n/p	152	118	n/p	-
Intrastate nights (000)	1,787	1,741	2,093	1,938	2,370	1,909	2,054	2,906	2,593	2,342	-9.7%
Interstate nights (000)	297	522	461	325	686	390	n/p	496	522	n/p	-
Intrastate expenditure (\$ million)	\$296	\$295	\$362	\$313	\$388	\$312	\$420	\$502	\$526	\$674	28.2%
Interstate expenditure (\$ million)	\$48	\$64	\$74	\$45	\$67	\$46	n/p	\$79	\$109	n/p	-

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	505	603	643	616	760	502	582	751	716	789	10.2%
Visiting Friends & Relatives	241	230	328	304	431	321	270	386	381	320	-15.8%
Business	n/p	n/p	n/p	n/p	117	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	862	965	1,098	1,030	1,355	964	986	1,268	1,298	1,283	-1.1%
Nights (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	1,209	1,415	1,472	1,298	1,718	1,106	1,321	1,837	1,528	1,773	16.0%
Visiting Friends & Relatives	511	544	731	778	944	810	617	1,103	1,122	788	-29.8%
Business	n/p	n/p	n/p	n/p	300	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,085	2,263	2,554	2,263	3,055	2,299	2,233	3,402	3,115	2,924	-6.1%

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Blue Mountains Tourism Region

Year ended September 2024



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	510	564	652	659	801	604	661	840	870	868	-0.1%
Regional NSW	245	262	295	260	374	274	246	276	310	257	-17.1%
Total Intrastate	755	826	947	918	1,175	878	908	1,116	1,180	1,126	-4.6%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	107	139	151	112	180	87	n/p	152	118	n/p	-
Grand Total	862	965	1,098	1,030	1,355	964	986	1,268	1,298	1,283	-1.1%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	277	282	352	358	491	317	272	460	523	385	-26.4%
35-54	278	316	402	317	431	310	392	365	352	469	33.4%
55+	306	367	344	354	434	337	321	444	423	430	1.5%
Total	862	965	1,098	1,030	1,355	964	986	1,268	1,298	1,283	-1.1%

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	186	160	232	186	302	276	212	303	310	318	2.8%
Adult couple	251	323	338	290	418	319	321	375	468	310	-33.9%
Family group - parents and children	167	144	211	158	203	154	120	227	n/p	n/p	-
Friends/relatives travelling together	202	276	264	328	388	183	279	310	319	402	26.2%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	862	965	1,098	1,030	1,355	964	986	1,268	1,298	1,283	-1.1%

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Blue Mountains Tourism Region

Year ended September 2024



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	93	105	113	129	117	n/p	n/p	n/p	n/p	84	-
Nights (000)	455	583	555	755	550	n/p	n/p	n/p	n/p	442	-
Average Length of Stay	4.9	5.5	4.9	5.9	4.7	-	-	-	-	5.3	-
Expenditure (\$ million)	\$48	\$60	\$50	\$57	\$56	n/p	n/p	n/p	n/p	\$40	-
Spend per visitor per night (\$)	\$106	\$103	\$90	\$76	\$102	-	-	-	-	\$90	-

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	80	91	97	112	104	n/p	n/p	n/p	n/p	73	-
Visiting Friends & Relatives	8	11	12	13	n/p	n/p	n/p	n/p	n/p	9	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	93	105	113	129	117	n/p	n/p	n/p	n/p	84	-

Origin (Top 3 based on latest time period)

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
United States of America	11	12	11	11	10	n/p	n/p	n/p	n/p	15	-
United Kingdom	18	20	21	23	13	n/p	n/p	n/p	n/p	13	-
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	41	42	50	50	46	n/p	n/p	n/p	n/p	20	-
35-54	23	30	35	38	39	n/p	n/p	n/p	n/p	31	-
55+	28	34	27	41	32	n/p	n/p	n/p	n/p	34	-
Total	93	105	113	129	117	n/p	n/p	n/p	n/p	84	-

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	38	45	50	51	45	n/p	n/p	n/p	n/p	32	-
Adult couple	33	34	30	43	34	n/p	n/p	n/p	n/p	27	-
Family group - parents and children	9	14	19	16	20	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	12	10	12	17	14	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	93	105	113	129	117	n/p	n/p	n/p	n/p	84	-

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Blue Mountains Tourism Region

Year ended September 2024



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	2,662	2,998	3,008	2,895	3,239	1,970	1,821	2,425	3,130	2,969	-5.2%
Expenditure (\$ million)	\$190	\$246	\$228	\$298	\$322	\$169	\$134	\$233	\$376	\$375	-0.3%
Spend per visitor (\$)	\$71	\$82	\$76	\$103	\$99	\$86	\$73	\$96	\$120	\$126	5.1%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	1,775	2,142	1,918	1,914	2,130	1,245	1,087	1,553	2,170	2,026	-6.7%
Visiting Friends & Relatives	572	531	748	711	735	427	421	625	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,662	2,998	3,008	2,895	3,239	1,970	1,821	2,425	3,130	2,969	-5.2%

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	2,122	2,525	2,567	2,342	2,721	1,611	1,500	1,693	2,502	2,573	2.8%
Regional NSW	540	458	441	510	519	359	321	724	628	n/p	-
Total Intrastate	2,662	2,983	3,008	2,852	3,239	1,970	1,821	2,417	3,130	2,969	-5.2%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,662	2,998	3,008	2,895	3,239	1,970	1,821	2,425	3,130	2,969	-5.2%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	1,079	1,116	1,010	1,009	1,204	697	508	709	1,270	1,037	-18.3%
35-54	864	1,013	1,099	1,009	1,036	570	626	744	1,045	917	-12.3%
55+	719	869	900	877	999	703	687	972	815	1,015	24.5%
Total	2,662	2,998	3,008	2,895	3,239	1,970	1,821	2,425	3,130	2,969	-5.2%

n/p = not publishable (sample < 40); '-' = not calculable

Blue Mountains Tourism Region LGAs: Blue Mountains, Lithgow, Oberon (Partial), Singleton (Partial) and Wollondilly